

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:3054
ANSWERED ON:22.03.2002
PUBLICITY CAMPAIGN BY TEA BOARD
AMBATI BRAHMANAIAH

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether the Tea Board has undertaken any publicity campaign to highlight the health giving aspects of tea both in the domestic and export market; (
- (b) if so, the kind of media being used to promote such a campaign; (
- (c) whether such a sales campaign has had a positive impact on sales on Indian tea; (
- (d) if so, whether such a publicity campaign will be intensified by the Tea Board to meet international competition; and (
- (e) if so, the steps proposed in this regard in 2002-2003?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) : Tea Board, jointly with the Consultative Committee of Plantation Associations (CCPA) has conducted a domestic promotion campaign highlighting the health benefits of tea consumption. No specific publicity campaign on the health aspect of tea, has been conducted by Tea Board in the export market. However, the health message of tea consumption abroad is projected through generic promotion campaigns being undertaken by various Tea Councils, of which India is also a member.

(b) To (e) : The steps taken by the Tea Board and CCPA's domestic promotion campaign include organizing conference/meets involving medical professionals, press advertisements, mailers to health care professionals, leaflets for general public etc. A campaign through Television is also being finalized.

The domestic promotion campaign for tea is a public awareness programme highlighting tea and human health and not a sales campaign. As the domestic campaign was launched only in July 2001, it is too early to make an assessment of the impact of the campaign. The domestic campaign does not have linkage with international competition.